



## **Bloomington Arts Commission**

Wednesday, February 11, 2015 5 p.m.

McCloskey Conference Room, City Hall

### **AGENDA**

Call to order

Public Comment

January Minutes

Treasurer's Report

New Business

- Advocacy

Old Business

- Business and the Arts – Chamber of Commerce
- 2015 Arts Project grant guidelines and application/March grant workshop
- Public Art Master Plan

Staff Report

Commissioner Announcements

Adjournment

2015 Meetings – 5:00 p.m. McCloskey

March 11 (begins at 4 p.m.)

April 8 (begins at 4 p.m.)

May 13

June 10

July 8

August 12

September 9

October 14

November 18

December 9

## **City of Bloomington Arts Commission**

### **Meeting Minutes**

January 14, 2015

5:00 pm, McCloskey Room, City Hall

Present: Jan Grant, Lynn Schwartzberg, Craig Widen, Peter Jacobi, Martina Celerin, Abby Perfetti, Paul Sturm (phone)

Absent: Jean Kautt, Francesca Sobrer, Sally Gaskill, Alain Barker

Ex Officio: Sara Mihich

Minutes recorded by Abby Perfetti

### **Call to Order**

Jan Grant calls the meeting to order at 5:00 pm

### **December 2014 Minutes**

- Abby Perfetti finds that Alain Barker was not listed in the December minutes as present. Lynn Schwartzberg moves to amend the minutes; Martina Celerin seconds. Motion carries.
- Peter Jacobi moves to approve amended minutes; Martina Celerin seconds. Motion carries.

### **Treasurer's Report**

- 402 hasn't changed
- 403 – one more bill to pay on operating budget: the training event
- We are starting 2015 with cash in the bank

### **New Business**

- Resource Workshop for Community-Powered Arts
  - Miah would like a Commissioner to represent BAC at meeting: Lynn Schwartzberg has volunteered as long as she can leave by 6:45, but would like someone else to take her place if possible

### **Old Business**

- Business and the Arts – Chamber of Commerce
  - The Chamber suggests that Smithville should be the first partner
  - The Chamber will introduce BAC and Smithville; then BAC will present ideas
  - This project would have the endorsement and support of the Chamber
  - Lynn notes that Smithville has been a financial supporter of the arts
  - The project should take place in Bloomington. We need to draw up requirements
  - Ideas
    - Peter Jacobi: We should thank them for everything they've done, and ask if we can help with anything they've wanted to do but have been unable to do
    - Jan Grant: Audience development of families of employees
    - Abby Perfetti: Present the info in a way that they will be receptive to; possibly a polished performance. Facilitate a session where they decide on a project.

- Craig Widen: Public art on a walking trail between Bloomington and Ellettsville.
    - Martina Celerin: They are in the communications business, so something related to that
    - Peter Jacobi: Do they bring their employees together for events/retreats; can it be enriched with an arts activity?
    - Paul Sturm: Ensure that the business community guides the project
  - Committee: Craig, Alain, Lynn, Paul
    - ***Will prepare a presentation based on our discussions***
    - Look at project data from other cities that have done similar initiatives
- Chamber of Commerce – other projects
  - 100<sup>th</sup> Anniversary
    - Commission a public art piece to be placed in a high-visibility location
    - Project will be announced in 2015, to be completed in 2016
  - HYPE
    - Want to organize a backstage pass program at an upcoming arts event
    - Miah will solicit partners from local arts orgs
  - In general, they want to have more communication with artists, such as musicians at after-hours events
- 2015 Arts Project Grant guidelines and application
  - No feedback from applications about last April's grant cycle
  - **Suggestion to add a question in the budget section:** If your budget doesn't balance (income doesn't equal expenses), please explain why.
    - Points will not be counted against the organization if it doesn't balance; we just need to understand why.
  - Other grant updates from Sara Mihich
    - Final grant reports from 2013: Roundabout Opera for Kids (April and October 2013), Gallery Walk Group (October 2013)
    - 2014 grand reports are up to date; all should be in by June 2015
- Public Art Master Plan – 2015 work plan and focus topics
  - Step #2 for 2015: Location: Identify specific priority areas for future public art
    - How to prioritize
    - Lynn: City parks are low-hanging fruit because it can be easier to work with Parks and Rec and get a project approved
    - Abby: Places that haven't already been beautified, don't already have art
    - Look at the map of public art and look for areas without art
    - **Commissioners should think about areas in the city that seem deficient in public art**
  - Step #4: Policy and Processes: Assess grant and other program guidelines' alignment with Public Art Master Plan
    - Create a public art support document that integrates with the PAMP
    - ***PAMP sub-committee should meet to discuss this by the February meeting***

- Step #5: Outreach: Develop an annual state-of-the-arts report
  - Need to determine when to release the annual report
  - BAC supports this project and seeks Miah Michaelson's advice on how to accomplish it
  - Jan: Follow the format of the PAMP in design and priorities

### **Staff Report**

- BEAD: Next meeting is Monday, February 16, noon, McCloskey Room, City Hall
- Current Atrium Exhibit: Rafael Cronin
- Commission Reappointments: Fresca Sobrer and Peter Jacobi have been reappointed by the Mayor. Paul Sturm and Martina Celerin have submitted applications for Council reappointment.
- Other: Arts Day at the Statehouse. January 27 at 10:00 am in the Statehouse Rotunda
- Ivy Tech John Waldron Arts Center: Hosting new annual Bloomington Arts Awards. Deadline for nominations is February 2, 2015; anyone can nominate.
- PRIDE Film Festival is January 29-31



# Balance Sheet

Through 02/05/15

Detail Listing

Include Rollup Account/Rollup to Account

Account	Account Description	Current YTD Balance	Prior Year Total Actual	Net Change	Change %
Fund Category	<b>Governmental</b>				
Fund Type	<b>Special Revenue Funds</b>				
Fund	<b>403 - Arts Commission Operating</b>				
	<b>ASSETS</b>				
10000	Cash	8,327.34	8,327.34	.00	.00
	<b>ASSETS TOTALS</b>	<b>\$8,327.34</b>	<b>\$8,327.34</b>	<b>\$0.00</b>	<b>0.00%</b>
	<b>FUND EQUITY</b>				
34000	Retained Earnings	8,327.34	8,327.34	.00	.00
	<b>FUND EQUITY TOTALS Prior to Current Year Changes</b>	<b>\$8,327.34</b>	<b>\$8,327.34</b>	<b>\$0.00</b>	<b>0.00%</b>
	Prior Year Fund Equity Adjustment	.00			
	Fund Revenues	.00			
	Fund Expenses	.00			
	<b>FUND EQUITY TOTALS</b>	<b>\$8,327.34</b>	<b>\$8,327.34</b>	<b>\$0.00</b>	<b>0.00%</b>
	<b>LIABILITIES AND FUND EQUITY TOTALS</b>	<b>\$8,327.34</b>	<b>\$8,327.34</b>	<b>\$0.00</b>	<b>0.00%</b>
Fund	<b>403 - Arts Commission Operating</b> Totals	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>+++</b>
Fund Type	<b>Special Revenue Funds</b> Totals	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>+++</b>
Fund Category	<b>Governmental</b> Totals	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>+++</b>
	Grand Totals	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>+++</b>



# Balance Sheet

Through 02/05/15  
Detail Listing  
Include Rollup Account/Rollup to Account

Account	Account Description	Current YTD Balance	Prior Year Total Actual	Net Change	Change %
Fund Category	Governmental				
Fund Type	Special Revenue Funds				
Fund	402 - Municipal Arts				
ASSETS					
10000	Cash	74,385.66	74,385.66	.00	.00
		\$74,385.66	\$74,385.66	\$0.00	0.00%
ASSETS TOTALS					
34000	FUND EQUITY				
	Retained Earnings	74,385.66	74,385.66	.00	.00
		\$74,385.66	\$74,385.66	\$0.00	0.00%
FUND EQUITY TOTALS Prior to Current Year Changes					
	Prior Year Fund Equity Adjustment	.00			
	Fund Revenues	.00			
	Fund Expenses	.00			
	FUND EQUITY TOTALS	\$74,385.66	\$74,385.66	\$0.00	0.00%
		\$74,385.66	\$74,385.66	\$0.00	0.00%
		\$0.00	\$0.00	\$0.00	+++
	Fund 402 - Municipal Arts Totals	\$0.00	\$0.00	\$0.00	+++
	Fund Type Special Revenue Funds Totals	\$0.00	\$0.00	\$0.00	+++
	Fund Category Governmental Totals	\$0.00	\$0.00	\$0.00	+++
	Grand Totals	\$0.00	\$0.00	\$0.00	+++



# ARTS PROJECT GRANT PROGRAM GUIDELINES

The City of Bloomington recognizes that the arts are an important part of the culture and economy of the community, and that the City has a responsibility to foster an environment conducive to the community's participation in the arts. Artists, works of art and artistic institutions contribute to the quality of life and the general welfare of the citizens of Bloomington.

Each year the Bloomington Arts Commission makes funds available to support arts activities that align with current areas of focus of the Arts Commission: to cultivate a community in which residents appreciate the value of personal and collective artistic activity; to encourage collaboration in and diversification of artistic activities that include participants from across the community; to enhance and support a high level of artistry; and to support the economic vitality and interests of local artists and arts organizations.

New organizations and new programming are vital to the growth of the arts community in Bloomington. Emerging organizations or existing organizations with new projects are encouraged to apply for the Arts Project Grant program. First-time applicants are encouraged to contact staff for assistance in completing the grant application process.

**The Arts Project Grant Program supports objectives and priorities identified in the City's Public Art Master Plan. Applicants are encouraged to read the full master plan here before applying.**

## PROJECT PERIOD

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Projects may begin no earlier than June 1, 2015 and must conclude by May 31, 2016.

## ELIGIBILITY

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The Arts Project Grant Program is open to nonprofit organizations and is for projects which take place within Bloomington city limits.

The Arts Project Grant Program does **not** fund:

- Projects completed prior to funding period.
- Activities and performances not available to the general public.
- 100% of project costs. Applicants are required to provide matching funds through other sources.
- Activities and performances planned **solely** for fundraising purposes.
- Food, beverages or other refreshments.
- Capital expenditures as the sole project activity.
- Training expenses as the sole project activity.
- Interest on loans, fines, penalties and/or litigation costs.
- Indirect costs.
- Projects which are longer than one year in duration.
- Individual artists directly. Artists must work with a partner agency, which must serve as the applicant and fiscal agent.

## REVIEW CRITERIA

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Grant applications are evaluated on three (3) categories of criteria. Points will be awarded based on the values below.

### Artistic Quality (40 points)

- The overall level of artistic excellence achieved in the process of creation or in the final artwork.
- The extent to which the project will positively impact public understanding or appreciation of art.
- The extent of creativity and innovation exhibited in the project design or construct.
- For existing organizations, the organization's proven ability to deliver a high quality project.
- For new organizations, the organization's clear indication as to what constitutes a high quality project and a plan to achieve such a level of quality.

### Community Impact (40 points)

- The extent to which a project serves its identified audience(s) (folk music fans, residents of a particular neighborhood or a geographic area, etc.)
- The potential for the project's desired effects to endure beyond its completion.
- The extent to which the project enriches the vitality and diversity of the local arts environment.

### Organizational Capacity (20 points)

- The extent to which stated project outcomes are appropriate and reasonable based on the project's activities (see Application for definition of project outcomes).
- The extent to which the applicant has demonstrated a clear commitment and ability to making the project a success, including activities in marketing and audience development.
- The extent to which a variety of funding sources are identified to support the project.
- If the project is to be repeated in the future, the applicant must demonstrate sustainability.
- For prior grantees: The extent to which the applicant has demonstrated satisfactory adherence to final reporting and acknowledgment requirements in past applications.

### AWARDS

Grant awards will not exceed \$1,500.

### FINAL REPORT

All grant recipients will be required to submit a Final Report to the BAC within thirty (30) days of project completion. Non-submittal of a final report in a timely manner may negatively impact future funding.

If major changes occur from the original application (i.e. scope, location, budget or schedule), notification of such changes must be submitted in writing and approved by the BAC for funding to continue.

### REQUIRED ACKNOWLEDGEMENTS

Grantees shall acknowledge receipt of a Bloomington Arts Commission Arts Project grant by use of the Arts Commission's logo and credit line when appropriate. Evidence of proper acknowledgement should accompany the completed Final Report. Guidelines for acknowledgement are sent out with grant award notification. Lack of proper acknowledgement may negatively impact future funding.

### MATCHING REQUIREMENT

A variety of revenue sources demonstrates good fiscal planning as well as broad community support, therefore the Arts Project Grant program has a matching fund requirement. Funding requests must include a 1:1 match (a \$2,000 project would have a \$1,000 grant request and a \$1,000 match from the applicant.) In-kind support for the applicant's match portion is capped at 50% (in the previous example the in-kind support would be capped at \$500.)

### REVIEW PROCESS

Applications will be reviewed and scored by those Commission members present at the next regularly scheduled meeting of the Commission.

Applicants are strongly encouraged to attend and observe the grant review meeting. Those applicants in attendance will be given the opportunity to share any new information about the project or respond to questions posed by the Commission at the Commission's discretion.

### HOW TO APPLY

Grantsmanship is a major factor in the review of applications. While an application may be technically eligible, unaddressed evaluation criteria, overly lengthy word counts, non-descriptive narratives, or a lack of financial accuracy or budget clarity may result in a lower score.

Applications are submitted via an electronic PDF submittal process. Please read instructions on the application form carefully. The application form is available [here](#).

Applications are due by 5:00 p.m. April 1, 2015.

Late applications will not be reviewed.

Please direct questions to Miah Michaelsen, Assistant Economic Development Director for the Arts, at 812.349.3534 or [michaelm@bloomington.in.gov](mailto:michaelm@bloomington.in.gov).





# ARTS PROJECT GRANT PROGRAM APPLICATION

## PRIOR TO APPLYING

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Read the Arts Project Grant Application Guidelines available [here](#) and the Public Art Master Plan available [here](#).

Download to and open this application from your computer before beginning the editing process and prior to submitting.

## GLOSSARY OF TERMS USED IN THIS APPLICATION

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Each project will define at least three project outcomes, **one of which must refer to community impact/audience engagement**. For the purposes of this application, **project outcomes** are defined as those changes a project will stimulate or enable and the likely impact on participants, audience and/or the community. Outcomes are distinct from the project activities. Examples of project outcomes: "Choral members will master the unique vocal requirements of performing shaped-note music" or "**Members of the ----- neighborhood will experience pride of place through the creation of a mosaic mural.**"

**In-Kind:** In-kind is defined as non-cash contributions of time, equipment, space, and other items committed to the project. Examples of in-kind include:

- **Goods**, like art supplies
- **Services**, like meeting space, photocopy and mail services, and administrative/financial support
- **Expertise**, like legal, tax, or business advice; marketing and web site development; and strategic planning

For the purposes of this grant application, an estimation of in-kind support for a project should be entered in the chart found in Section IV. and entered into both the income **and** expense budgets at line 10.

## I. APPLICANT INFORMATION

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1. Applicant: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone number(s): \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Fiscal Year: \_\_\_\_\_ to \_\_\_\_\_

Applicant's previous fiscal year Income: \_\_\_\_\_ Expenses: \_\_\_\_\_

# of paid staff: Full time \_\_\_\_\_ Part-time or contract \_\_\_\_\_ # of volunteer staff: Full time \_\_\_\_\_ Part-time \_\_\_\_\_

Annual attendance in previous fiscal year: \_\_\_\_\_

Number of artists participating or impacted in previous fiscal year: \_\_\_\_\_

2. Please indicate the primary discipline of the APPLICANT (select only one):

Visual Arts/Craft

Literary Arts

Theatre

Multi-Disciplinary

Music

Media Arts

Dance

Other \_\_\_\_\_

## II. PROJECT DESCRIPTION

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1. Provide a brief descriptive title for the project: \_\_\_\_\_  
Project director or contact person for this project: \_\_\_\_\_  
Project/activity dates: Beginning date \_\_\_\_\_ Ending date \_\_\_\_\_
2. Total project cost: \$ \_\_\_\_\_
3. Amount requested (Reminder: Arts Project Grants will **not** cover 100% of project costs): \$ \_\_\_\_\_
4. Admission charge for the project (if any): \_\_\_\_\_
5. Please indicate the primary discipline of the PROJECT (select only one):

Visual Arts/Craft	Literary Arts	Theatre	Multi-Disciplinary
Music	Media Arts	Dance	Other _____
6. Is the project location(s) accessible to persons with disabilities as defined in the Americans with Disabilities Act?  
Yes                  No
7. Total number of artists involved in the project (include all artists whether compensated or not): \_\_\_\_\_
8. Total projected attendance for the project: \_\_\_\_\_
9. Total number of volunteers (not including artists or staff) to be involved in the project: \_\_\_\_\_

## III. PROJECT OVERVIEW

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1. Provide a narrative that summarizes the project. *(Please keep response within the defined area below.)*

2. List three project outcomes. (See Glossary at top of application form for definition of project outcomes.) *(Please keep response within the defined area below.)*

3. **Provide detail on which project activities will be supported with Arts Project Grant funds.** *(Please keep response within the defined area below.)*

## ARTISTIC QUALITY

1. How will the proposed project demonstrate artistic quality? Please address the criteria listed in the guidelines. *(Please keep response within the defined area below.)*

2. List the primary artists, persons and/or groups involved in the implementation of the project and explain their roles. *(Please keep response within the defined area below.)*

3. Applicants may e-mail one PDF of no more than three pages of artistic documentation to michaelm@bloomington.in.gov. This can be reviews, programs, images, etc. to provide evidence of artistic quality (optional).

## COMMUNITY IMPACT

1. Who is this project's identified audience(s) (folk music fans, residents of the Near West Side neighborhood, etc.) and how will the project serve them? (Please keep response within the defined area below.)

2. How will this project broaden the applicant's current audience/supporter/participant base? (Please keep response within the defined area below.)

## ORGANIZATIONAL CAPACITY

1. Provide a brief timeline for project activities. *(Please keep response within the defined area below.)*

2. Outline marketing plans for the project. *(Please keep response within the defined area below.)*

3. What specific measurements will be used to assess the three project outcomes? *(Please keep response within the defined area below.)*

4. If this project has been done before, what changes have been made? *(Please keep response within the defined area below.)*

#### IV. FINANCIAL INFORMATION

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**1. CITY OF BLOOMINGTON SUPPORT.** List cash or in-kind funding received by the applicant from the City of Bloomington during the past three years.

YEAR	GRANTING PROGRAM	CASH/IN-KIND	PURPOSE/PROJECT	AMOUNT
				\$
				\$
				\$

**2. IN-KIND CONTRIBUTIONS/EXPENSES.** Specify in-kind contributions/expenses as requested in the form below.

Be sure to include rate information showing how you calculated dollar value for in-kind contributions. If you show a dollar value of \$100 for volunteer services, please, specify how many volunteers are anticipated for how many hours at what rate per hour. If you need additional space, add an additional page to this document with details as specified in the form below.

SERVICES RENDERED	MATERIALS DONATED	DONOR	RATE	DOLLAR VALUE
				\$
				\$
				\$
				\$
				\$
				\$
			TOTAL	\$



### 3. ACTIVITY BUDGET

The Arts Project Grant program has a matching fund requirement. Funding requests should include at least a 1:1 match. For example: a \$2,000 project has a \$1,000 grant request and at least \$1,000 match from the applicant, and in-kind support for the applicant's match portion is capped at a maximum of 50% of the match amount.

<b>INCOME SUMMARY</b> - Provide a budget income summary for your proposed activity. Categorize income into <b>CONFIRMED</b> (funding in hand) and <b>PENDING</b> (applied for, to be fundraised, etc.)	
<b>REVENUE</b>	<b>CONFIRMED                      PENDING</b>
1. Admissions	\$
2. Contracted Services	\$
3. Other Revenue	\$
<b>DONATIONS &amp; GRANTS</b>	
4. Corporate support	\$
5. Foundation support	\$
6. Other private support	\$
7. Government support	\$
<b>OTHER INCOME</b>	
8. Applicant cash	\$
<b>INCOME TOTALS</b>	
9. Total cash income (add lines 1-8)	\$
10. Total in-kind contributions/expenses Should match Expense Line 10.	\$
11. Arts Project Grant Fund Request	\$
<b>TOTAL PROJECT INCOME</b> (add lines 9-11)	\$
<b>EXPENSE SUMMARY</b> - Provide a budget expense summary for the proposed activity.	
<b>EXPENSE CATEGORY</b>	
1.	\$
2.	\$
3.	\$
4.	\$
5.	\$
6.	\$
7.	\$
8.	\$
9. Total cash expenses (add lines 1-8)	\$
10. Total in-kind contributions/expenses Should match Income Line 10.	\$
<b>TOTAL PROJECT EXPENDITURES</b> (add lines 9 & 10)	\$

#### 4. BUDGET EXPLANATION

If the TOTAL PROJECT INCOME and the TOTAL PROJECT EXPENDITURES in the Activity Budget are not identical numbers, please explain. *(Please keep response within the defined area below.)*

#### V. ASSURANCES

The Applicant assures The City of Bloomington Arts Commission that:

1. The activities and services for which assistance is sought will be administered by or under the supervision of the Applicant.
2. The filing of this application has been duly authorized as appropriate by the governing body of the Applicant organization.
3. The Applicant will expend funds received as a result of this application solely for the described project or program.
4. Submission of this application signifies intention of compliance with Title VI of the Civil Rights Act of 1964, Labor Standards under Section 5(1) of the National Foundation of the Arts and Humanities Act of 1965, the Rehabilitation Act of 1973, Title III of the Age Discrimination Act of 1975, Title IX of the Education Amendments, the Americans with Disabilities Act and the Civil Rights Act of 1991, and all other applicable federal, state and local laws.

**Applicant's Primary Contact**

**Date**

\_\_\_\_\_  
Typed signature

**Submission of a grant application means acceptance of responsibility for having read and understood the information in these guidelines, and compliance with all rules, regulations, laws, terms and conditions described in this document.**

#### **TO SUBMIT THIS APPLICATION**

- Save the grant application PDF to your desktop.
- Click the SUBMIT button on the lower left-hand corner of this page.

You should receive an electronic confirmation of your application submission.  
Problems? Contact Miah Michaelson 812.349.3534 or michaelm@bloomington.in.gov.

**DEADLINE FOR SUBMISSIONS IS 5:00 P.M. APRIL 1.**

## **Bloomington Arts Commission**

### **Staff Report – February 11, 2015**

**BEAD:** **Next Meeting:** Monday, February 16, noon, McCloskey Room, City Hall.

**Current Exhibit:** Rafael Cronin; **March exhibit:** Stone Belt Artists

#### **Public Art:**

S. Walnut – approved paint finish, awaiting revised timeline  
17<sup>th</sup> and Arlington – fabrication underway, working with lighting consultant  
Arden Place – working with Arden Place on a sculpture installation for their neighborhood  
People's Park – hope to do maintenance on mosaic tiles this summer

#### **BUEA:**

Zone Arts Grant deadlines for 2015: May 15 and November 15

#### **Other:**

Community Arts Awards – Saturday, March 7, Ivy Tech John Waldron Arts Center – 6:30 – 8:30 p.m.

IAC Region 8 Grant Deadline – March 4, 2014. Panel – April 28, 2015.